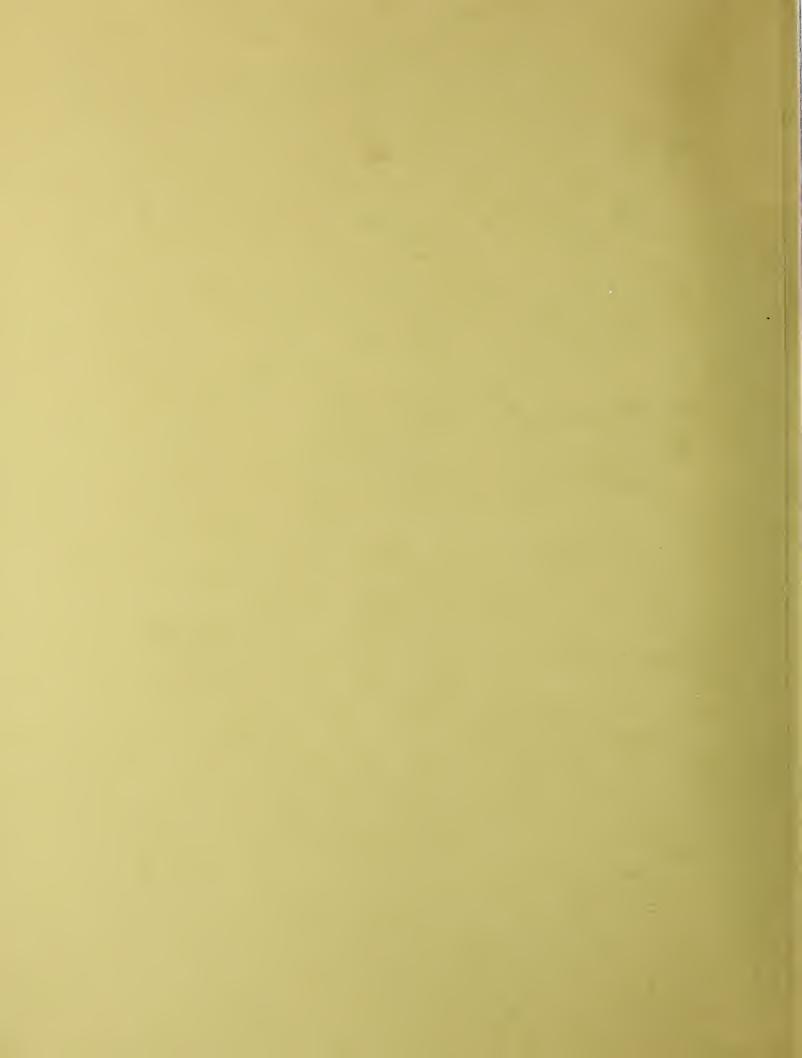
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Indiana Cities & Towns

Santa Claus

Excerpts from newspapers and other sources

From the files of the Lincoln Financial Foundation Collection

SANTA CLAUS? SURE! IT'S DOWN IN INDIANA

Gets a "Lot'a" Mail About Christmas Time; Rich in Historic Interest.

BY STERLING NORTH.
There is a Santa Claus (Ind.), believe it or not.

Tucked away in a hollow of the southern Indiana hills twelve miles north of the Ohio river, lies this little crossroad. The population is given as sixty persons but the figure smacks of promotion on the part of the chamber of commerce.

There are sixteen houses, a white church on the hill with a pine tree beside the door, a one-room school, a tavern so old that the oldest inhabitant has no idea when it was built, a general store and postoffice, and a barber shop, a little less than eight feet square.

Gets Heavy Yule Mail.

Eleven months of the year Postmaster James F. Martin, who also owns the general store, is content if he sorts twelve pieces of mail a week. But during December he rises to unprecedented importance. Some 500 or 600 letters hopefully penned to the real Santa Claus at last come to Mr. Martin's hands. He only wishes he could do something about them; having three children of his own and being something of a patriarch, he feels he should.

But the bulk of his Christmas mail, some eight to ten thousand pieces, comes to him in packages with the request that he cancel and mail them from his office. People from as far away as New Zealand have learned of this little town and wishing their Christmas greetings to be even more Christmasy send them to Santa Claus. Postmaster Martin cancels them all

by hand.

And the town is rich with Lincolnia items. Not even the oldest inhabitants remember having seen Lincolnibut all remember the stories told by their fathers and grandfathers of the day Lincoln came through Santa Claus riding high on the wagon seat beside his father. Then they point out the spot five miles distant, near the village of Lincoln City, where the Lincoln cabin stood and show the elm tree under which Lincoln was supposed to have played.

CHICAGO YLL NEWS-JOURNAL THURSDAY, DECEMBER 5, 1929,

Santa Claus Postmaster's Own Story.

BY J. F. MARTIN,

Postmaster, Santa Claus, Ind.

SANTA CLAUS, Ind., Dec. 19 .-(A)-Folks who have the idea that all I have to do is to sit around the stove and write pretty letters to children are certainly mistaken. The post office of Santa Claus is a big business institution during the Christmas season. Our cancellations average 10,000 a day during Novem-

ber and December.

or and December.

Of course I do receive from 300 to 500 letters a day from children all over the country. Many of them are from poor kids whose only chance for Christmas gifts is their abiding faith in Santa Claus. I also receive numerous letters from schools, churches, charity organizations and the like asking for the names of children to whom presents may be sent. I simply bundle up a package of children's letters and mail them to the interested parties. So, after all, I suppose I am a kind of a Santa Claus.

"Discovered" Six Years Ago.

Santa Claus has had a post office for about eighty years and I have worked in it for the last twenty-eight years. The wide world, however, didn't discover the mailing possibilities until about six years ago when a newspaper photographer came down here and made some pictures of the general store and post office. Since then we have had little rest during the Christmas season.

The other day some of those news reel fellows came down here. They reel fellows came down here. They weren't satisfied to take pictures of the village as it is. Instead, they got out an old wreck of a buggy and placed it in front of my store. They placed it in front of my store. The said they wanted a "rural scene."

Some folks have the impression that Santa Claus is a backwoods community. Just remember we are only a quarter of a mile from a state highway and we expect to be right on the Lincoln Memorial highway. on the Lincoln Memorial nighway.
The Nancy Hanks Lincoln shrine is
only five miles from here. We are
proud of the fact, too, that our village is near the place where Abraham Lincoln spent his youth.

Toy Factories, Maybe.

Why, we expect to have some toy factories locate here when business picks up.

It would be nice if I could tell you how it feels to be the Santa Claus of the world, but as a matter of fact I am a busy man here in my general I am a busy man here in my general store. People come in for miles around to trade eggs and butter for sugar, coffee, tea and so forth. We are paying 20 cents a dozen for good eggs today. Then you will notice I sell all kinds of merchandise from pitchforks to shoes.

Most of our mail is sent here in bulk by mail and express. It must then be canceled "Santa Claus" and started on its way.

started on its way.

After the mail has been canceled it is carried by truck to Lincoln City and placed on the railroad car.

The three men sent here from Washington and Louisville do most of the actual work with the mail. The postmaster general appreciates our problems and has provided us with ample facilities to meet the situation. We have an electric cancellation machine which will run more than thirty thousand pieces an hour than thirty thousand pieces an hour. So no matter how big the incoming load of mail, we are able to cancel it and start the gifts and cards on their way from Santa Claus.

(Copyright, 1931, by the Associated Press.)

The Lordian apolis during within 12,20/01,

Indiana ---- Lincoln Cabin at Santa Claus

WHERE METEOR EFLI

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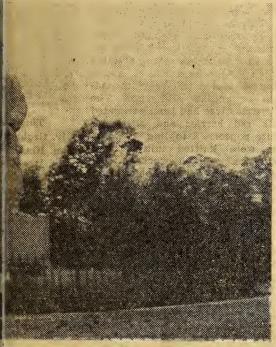
SNEWS



Y, INDIANA

Special Holiday Issue

SANTA CLAUS



that is said to have been formed by that Christmas Day 1935, just 80 years from the 222 feet high, the base is in the shape of the 11 to build it. On the base of this statue is a 12 de Honor thy Father and thy Mother, that There is also a message to all parents: 'Life of little feet across thy floor.'

rus, Indiana, Name

INDIANA LEADS ALL STATES IN TOMATO CROP

Climate and Soil Are Well
Adapted To
Growth.

By JOE GAYLE.

The tomato industry in Indiana has grown by leaps and bounds, until today we grow more acres than any other state, and have become the logical tomato center. This past year, Indiana farmers grew 100,000 acres for which they were paid millions of dollars by the many canning plants such as the one pictured above.

There must be some very good reasons why the tomato crop is of such importance on Indiana farms. In the first place, our Hoosier climate and soil are particularly well-adapted to a high quality tomato. Our growing season usually permits even ripening and the knowledge of our growers plus the skill of our canners, combine to produce a tomato pack regarded as second to none.

Thrive on Most Soils.

Long experience has proved that tomatoes thrive on most of our soils, but that they do best on fertile, well-drained deep loams.

This past season again demonstrates that tomatoes are a real "dry weather" crop. While other

Santa Claus, Ind., Booming With Coliday Business

TA CLAUS, Ind., Dec. 18. usiness is booming again for mmunity's stock in trade t office mark stamped on nas mail.

ng Postmaster Elbert Reinke e avalanche of letters, cards aekages began about two ago and is nearing its peak. d the volume handled alappears greater than last when the little post office ecord volume of business.

annual tourist parade is up also. Crowds of more ,000 turned out each day veek, and 25.000 visitors through Santa Claus Park inday.

of the park's established ons—Santa's lodge, the entrail of mother goose charchristmas tree lane, the two railroads and the house of have been redecorated for iday.

still most of the attention of centers around the nativity The large tableau depicting th of Christ is housed in building all its own. Indiana----Lincoln Cabin at Santa Claus

Lenesla hat's hige Ino Co

Circulation This Issue 21,325.

Santa Claus Issue HOPKINS NEWS

E INF IND.

1936-37

Special Holiday Issue

TOBACCO IS **BIG CASH CROP** OF KENTUCKY

1936 Yield Expected To Be Larger Than 1935.

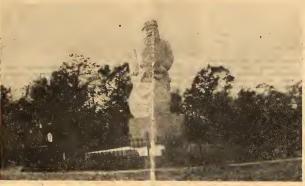
By J. S. FERGUSON.

The sing-song cry of the tobacco auctioneer is resounding on
the floors of the tobacco warehouses througout the South, as
the 1936 crop goes on sale.

Anyone that has never attendan auction would be extremely
interested in the preparation and
method by which tobacco is sorted by
grades and stacked on traya.

These are placed in long rows
through the hulding and the auctioneers, starters and buyers go through the huilding and the auc-tioneers, starters and buyers go down the rows stopping at each basket, whether it has 50 or 500 pounds in it. Each buyer has his own mode of bidding, some use their eyes, other a nod of ble head still others wiggle their cigar. All of this the auctioneer under-stands. (I have attended several auctions—and frankly I have not understood a one, now have I ever heard a buyer give a verbal bid).

HEROIC STATUE OF SANTA CLAUS



This statue, in Santa Clans Park, near the crater that is said to have been formed by that This statue, in Santa Clans Park, near the other that is said to have been formed by that "falling star," was created in 1935 and unveiled an Christmans Day 1935, just 80 years from the day when the town of Santa Claus was named. I is 22 feet high, the hase is in the shape of Star of Bethieben and it required 40 tons of ma erial to build it. On the base of this star to be safe in the shape of this star of the s

measure settings and the settings of the could make the price of the could be added (if have attended sevent actions and the settings of the could be added (if have attended sevent actions and the settings of the could be added (if have attended sevent action and the settings of the could be added (if have attended sevent action and the settings of the settings of

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Climate and Soil Are Well Adapted To Growth.

By JOE GAYLE.

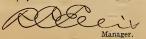
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as the one pictured above.

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HOPKINS NEWS

Published by HOPKINS FERTILIZER COMPANY NEW ALBANY, IND.

Edited by James C. Hoglen, New Albany Edwin Wedeking, Dale, Ind. diss Martha Davis, New Albany SUBSCRIPTION PRICE. "Just a few moments of your time."

Published every now and then for our customers and friends. If you are interested in receiving future issues drop us e card giving your name and address. If you have a few neighbors or friends who you think may he interested let us heve their

you at this time of the year. How-

Here's to the farmers, yes every

one, Who heres his body to the

scorching sun.

And the torried winds and the pelting rain,
Prepering a harvest of goldsn

Here'e to the farmer who thanks his God, or the power of life held in each clod,

And sees in each seed of the eprouting grain, A true resurrection of life again

Here's to the fermer whose

calloused hands. Persuades a living-from sunhaked

I tremble to think what the world would do, Without the assistance we get

Here's to the fermer who reigns supreme, In his "home sweet home" with hls wife as queen, With leughter of children around

the hearth, Juzt about brings heaven right down to earth

Here's to the farmer who has his

shere, Of the burdens of life which he

gospel of truth hs teaches all

We get out of life just what we

Here's to the farmers, their children and wives, Through whose noble efforts this

country survives,
We wish each of you from a heart
that's sincere,
A glorious Christmas and Happy

HOW SANTA CLAUS GOT IT'S NAME

(Continued From Page One.)

ointed at the news. There aleady was e town in Indiana bear

ready was e town in Indiana bearing the name of Sants Fe and the post office department stated that he petition would have to specify a different name before n post office outside begranted.

Determined to get their post office just as quickly as possible, the citzens of Santa Fe decided to discuss the motter that very night, Christmas Eve. On Christmas Eve it wes the custom for everyone to gather in the building which served as a church end e riends who you think may he interested let us heve their same also.

Advertising rates ou request.

We are not giving you so much fertilizer tolk in this issue of the "Hopkins News" heceuse we hevo so many other things we want to so many other things we want to so many other things we want to doubt will be of more interest to you at this time of the year. How-links the service of another Christmas. The advent of another Christmas. The wint of another Christmas. The hericage and glistening with groups of the service with the service would be served wooden toys, rag doils and other home mede was a wonderful sight to the day and the snow covered form the day and the snow covered for the

some said, "A star from the East has fallen in our midet."

After the excitement had died in the excitement had excited be thanked to Senta Claus. A saw petition was quickly prepared to be sent by the next mult to he Postmaster General in Wahal the hade in one day. A New York harm sent out 150,000 piaces to be ington. It was unusually lette when the folks lett for their bearted old custom of shaking hearted old custom of shaking hands and with a warmth of good she had an electric cancelling mechine hands and with a warmth of good so the was received and the open the was received and the open the propose of meking it possible to the purpose of meking it possible of the purpose of the purpose

ing of the post office was a great event in the lives of the Santa

Cleus folk.

The little hamlet was practical by unknown to the outside world until twelve years ago when the picture of the Senta Claus Fost Office and Jim Martin the Postition of the thing to rondown agree that time, eppeared in continuous and ever since the little town has been rised by many newspaper reporters, magazine writers, motion picture people and touriets from all farks of the United Stets and ever from foreign countries.

The beloved Jim Martin who died in 1935 was the postmaster with you and use it as a guide to and the merchant in the town for locate the various places of interthirty yeers and was the reelest. Cleus folk.

The little hamlet was practical-

AN INVITATION

pent some time going through the factory to see for themselved how Hopkins Old Time Fertilizers are made. We are always glad o welcome visitors and want you to stop and see us when possing rough town. Just bring a note from your nearest Hopkins

have no secret processes or hidden formulas to hide behind barred

HOPKINS FERTILIZERS USED EXCLUSIVELY IN THIS FIELD



Mr. Grohmyer is owner of the Grohmyer Coai Company, Carrollton, Kentucky, and is well known throughout the state,

Many will recognize the huildings shown. This is known as "The Jersey Farn" and has been visited by many Kentucky farmers who are interested in modern dairy farming methods. The large harn shown in the picture is built from specifications furnished by the Kentucky Agricultural Experiment Station.

HAVE FINE YEAR.

Mr. Collins end Bill Schwertz, owners of the Mays Lick Imple-

ment Compeny, Mays Lick, Ken-tucky, report that they have had an exceptionelly fine year on fer-

L. Camble holding a

O. L. Camble holding a hot-tied rooster from the Camble Egg Factory, Pekln, Indiana. This rooster was displayed by Mr. Camble at a moeting in New Albuny last spring and it cre-ated considerable interest. The chiek was placed in the hostile shortly after it was batched and

shortly after it was batched and thrived until reaching market-ahle size, He is out of the bot-tle now—hut—how did he get out without breaking the bottle. Read more about the Cauble Egg Factory in the next issue of the Hopkins News.

an exceptionelly fine ye tilizer and implements. BELIEVE IT OR NOT

(Continued on Page Three.)

A GOOD RESOLUTION

Many of our friends and customers have visited us and have if you care to go through the factory or better still get him to bring you in with him some time when he is coming down

You do not have to be a Hopkins usor to be welcome. doors or high fences.

INDIANA LEADS IN TOMATO CROP

(Continued From Page One.)

to combine ell the raw materials to belsace the plant foods, so as feed the plant throughout

entire season.

The Hopkins Fertilizer Company is proud of its efforts toward making the growing of canning crops more profitable to our

STRAWBERRIES.

Editor's Note-These articles are reprinted from a newspaper column written by James Morrow, Crawford county agricultural a-

With freezing weather now is the time of year when strawberries should be mulched. Good materiels for this purpose ers wheat straw, rye straw, cane, and shredded fodder. Refuss from cene st was a wonderful sight to heone at this time of the year. Howover, since there will be some activity in the tomato and tobaccocrops before our spring issue
comes out we hope you will reed
the two erticles on, these crops
have been in vorcelose to the wild.

A most root the terminate of the program
or corpor perform of the two months or yo very much
sudy and has brought out some
yery good things in his a sitcle.

Mr. Ferguson, one of our Kentucky representatives, deals very
extensively with the best tobacco
corpor year careful study.

CUTIO VISTS EEDFORD.

One of our good desirer, Robord of our good desirer, Robord was married recently—Congraturstand a little hoy came rushing in
one of our good desirer, Robord Noore, Bedford, Kentucky.

Mr. Was a will these festivities
of the farmers throughout
our greet land,

With the calloo shirt and the bigbrogans,

A TOAST TO THE TARMER.

By J. W. PATTOS.

Here's to the farmers, yes every
one,

We look through his lothess—

To the heart within.

Standard of the sull discussions were going
one,

The sull provided the proporties for the village.

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The provided the proporties for the village of the proporties for the village of the proporties for the village.

The provided the proporties for the village of the p mills is setisfactory. With the scarcity of sultable msterials due

Western Indiane and Eastern Illi-

Albert Schlientz, our Northern Indiana representative, was at the office a few deye ego getting his eupplies for 1937. He will see his agents soon to get their contrects and talk over the spring husiness.

James Hogien, the office manager, and W. W. Ellis, the manager's son, epent a few days with Joe Russell and his family at Lida, Kentucky. They report that business is hetter than hunting. Business cen't fly as fest. Joe Russell slopkins Old Time Fertilizer in Southeastern Kentucky.

Mony of our friends and agenta Many of our friends ond agenta join with us in wishing overy hap-piness to Mr. and Mrs. Thomas J. Fitzgarald who are the most re-cent newly-weds in the Hopkins family. Mrs. Fitzgareld was Miss Nellie Peters before September th and even if you didn't know her name she probebly answered her neme sale probebly arswered the phone and took your order when you called it in. Mr. and Mrs. Fitzgerald are residing in New Alhany and we still hope she can find her way back to the office just to sey hello now and then.

THERE ARE A FEW SALES TERRITORIES STILL AVAILABLE

IF INTERESTED IN AN ACENCY WRITE US.

KENTUCKY SOIL DOES DOUBLE IN **POTATO GROWING**

Two Crops Are Raised in a Year in That State

A recent letter from our good friends, Fred Hartmann and Kath-ryn Hite at the Buechel Produce Exchange, whose ad appears elsewhere in this issue, tells how their customers raise two crops of potatoes a year. Quoting from their

"Here in Kentucky we grow o potato crops a year, The Irlsh Cobbler or Triumphs which are planted as early as the weather will permit in March are best suited for the early planting. The vines grow about twelve or four-teen inches high and have a heau-tiful hloom of purplish pink col-or. The potato begins to grow un-der the ground after the plant June or the first of July. The soond crop is planted in July and
August. From this crop we get
our aced for the coming year and
use what is called the number two
grade for seed and the number to
grade is sold for table use.

"Our farmers fertilize both
crops as they not only get a hetter yield but a much better quality potato, smooth and free from
scah. They also find that it pays
to check carefully on their seed.

Quite a few growers keen.

"Methodist circuit riders

Quite a few growers keen.

Bighty-eight years ago, with as a community center at Santa
the shades of sycamores, elms and
Claus a tother times of the year
the chickory trees as their only proto construct the tahernach enerty
as men and women to gather at
the now famed settlement of Sutable to the camp meeting and person this year when the
religious festival in this acction
Methodist circuit riders

Methodist circuit riders

Methodist circuit riders

At the closs of the camp mean
ling this.

religious festival in this accilient of Hooserdom.

Methodist circuit riders concluded the first Santa Claus camp do trucked carefully on their seed, quite a few growers keep up a 'tuher unit system' which consists of growing each potato under special supervision and eliminating any weak, diseased or poor yielding plants. Others raise certified seed every year, and in this way are getting profits from sells may be consisted in the section of the soil."

The accident which was a result in this section of the soil. "They close their letter hy exchange labeling and happy New Year to use mand all other friends and customers.

They close their letter hy exchanging the soil of the soil."

They close their letter hy exchanging the soil of the soil. "They close their letter hy exchanging whese for a Merry Christmas and a Happy New Year to use mand all other friends and customers.

They close their letter hy exchanging the soil of the soil."

They close their letter hy exchanging the soil of the soil. "Since regular pastors bave supplied the M. E. church at Santa Claus and the plant from the time it starts to grow to maturity, it related to the soil."

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They close their letter hy exchanging the soil of the soil. "They close the soil." They close the soil of the

HOW SANTA CLAUS

(Continued From Page Two.)

SANTA CLAUS TABERNACLE



Erected almost 50 years ago.

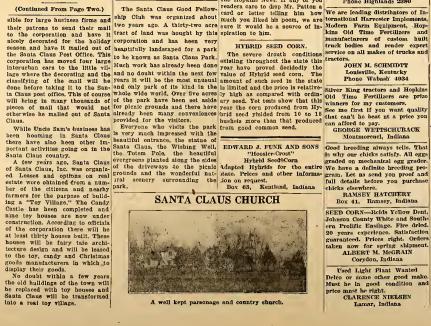
First Santa Claus Church

nd all other friends and custosers.

IOW SANTA CLAUS
INDIANA GOT IT'S NAME

Noted and recreation hall were constructed for
the use of the pilgrims that came
from an ever widening area. The
hotel and recreation hall is used

Additional trees were
Then the straw-floored tents were
done away with and replaced with
hetter ones, a hotel and recreation hall is used
ton ball were constructed for
the use of the pligrims that came
from an ever widening area. The
hotel and recreation hall is used
The Santa Claus Good Fellowship Club was organized about
two years ago. A thirty-two are
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THE HELDT COMPANY Twine, Fencing, Pumps and Water Systems. Evansville, Indiann

GRAHAM FARMS STOCK AND POULTRY FEEDS
Produced on
GRAHAM FARMS
"Indiana's Greatest Farms" Washington, Indiana

BOLTON SERVICE STATION Mobile Oil and Gas Hanover, Indiana On Highway 56

GEO. TRINKLE SERVICE STA Texaco Gas and Oil Hardinshurg, Indiana On U. S. Highway 150

EDWIN GOFFINET Gnif Gas and Oil
Cold Drinks—General Store
Bandon, Indiana On Highway 37

AULT'S TOURIST HOME Modern Comfortable Rooms Inner spring mattresses Madison, Indiana Phone 319X

CRUM'S TOURIST HOME Modern, Clean and Comfortable Free Parking, Junction U. S. 31 and 56 Scottshurg, Indiann

ZOELLER TOURIST HOME tendant at expects to when the 2008 E. Spring St. Phone 2166

LOCUST TOURIST OAMP Modern cottages Hardinshurg, Indiana On U. S. Highway 150

THE BARN OAFE Sandwiches, Lunches, Regular Meals and good coffee Madison, Indiana "A real good place to eat."

DREYLING OAFE Good wholcsome food at reasonable prices Tell City, Indiana

IDEAL HOTEL Modern Rooms Wholesome Food Reasonable Rates Huntinghurg, Indiana

BUECHEL PRODUCE

EXCHANGE
Buyers of potatoes, onlons and

USE WENNING'S MEATS Wholesale Dealers in FOR BETTER EATS
Thelco Brand Seeds, Feeds, Binder Hams, Bacon, Lard and Sausage New Salishury, Indlann Phone-Palmyra 421

DUTSCHKE MILLING CO. Manufacturers and distributors of Dutschke's High Grade Flour and Feeds.

Cannelton, Indiana

HOLLAND MILLS Millers of Silver Leaf, Cardinni, Snow White and Dutch Girl Flour, Mill Feeds and Corn Meal, Hopkins Fertillzers and Purina

Feeds. Holland, Indiana

LEWISPORT MILL CO. INC. Manufacturers and distributors of high grade flour

of high grade flour
Our hrands—Perfection, Best Patent, Le-Mil-Co., Snow Drift, DeLite-U, O. K., Marvo (Seff rising),
Marvo (plain).
Lewisport, Kentncky

NEW MIDDLETOWN MILLING COMPANY

Carnation and Special Flour, Mill Feed, Poultry Mashes and Grain. Wholesale and Retall. New Middletown, Ind.

Christmas Greetings and sood Wishes for a Happy and Prosperous New Year to the Hopkins Fertilizer Company and its Customers, THE DALE STATE BANK Dale, Indiana

THE MARENGO CAVE A good place to visit in 1987 Marengo, Indiana

Marengo, Indiana
Dubols Dependable Chicks hred
from stock with preven egg records. From light-moduling, culled,
and bloodtested hreemen, culled,
and bloodtested hreemen,
100% live arrival grammoded.
Postpaid. Losses first two weeks
replaced at half-price. Barred,
Burf, White Rocks, S. O. Rhods,
Burf Orphingtons, White, Buff Minorcas, 100-87.70, 500-837.50, N.
H. Reds, B. O. Reds, R. I. Whites,
Silver Laced, Columbian Wyandottes, 100-88.20, 500-840.00.
Brahmas, White, Black Glants,
100-80-20, S. O. White, Buff,
Brown Leghorns and Anconas, Brahmas, White, Black Glants, 100-89.20, S. O. White, Buff, Brown Leghorns and Anconas, 100-87.00, 500-834.50. Mixed Heavy, 100-80.70. Assorted, 100-85.50. Write for prices on sexed chicks. Free Catalog. DUBOIS COUNTY HATCHERY Box 975, Hantinghurg, Ind.

HUMMER HAMMER MILLS Complete with four screens \$115.00 delivered.

Write or phone for particulars
S. W. PERIGO
Distributor
Chandler, Indiann

NORTH MADISON COAL CO.
E. E. Jackson J. K. Jackson
W. S. Jackson
Distributors of Fuel, Feed
and Hopkins Fertilizer
North Madison, Ind. rth Madison, I Phone 633 R

"Uniform Acme Quality"
Poultry, Dairy, Horse and Hog
Feeds
E-Z-Bake Flour
ACME-EVANS COMPANY
Indianapolis, Indiana

GRAHAM GRAIN & SUPPLY CO. Roy Myers, Manager Distributors of Grain, Feed, Machinery, etc. Wholesale and Retail Bopkins Old Time Ferillizers Terre Hante, Indlana

> WRIGHT-WAY SERVICE STATION Standard Products "Noted for good service" Pokin, Indiana



Look For This Trade Mark when Buying BABY CHICKS

Atz' Famous Day Old Pullets and Cockerels from 15 popular Varieties.

Priced from \$4.50 per 100 up Write for Catalogue ATZ' BLUE MOUND HATCHERY P. O. Bex 23 Milltown, Ind.



POSTMASTER POSTMASTER—Oscar Phil-ilps, Santa Claus postmaster. Santa Claus is a small village but during this season of the year Postmaster Phillips does a big town business as he handles thousands of letters sent him from all parts of the English-speaking world to be remailed bearing the Santa Claus post-mark. mark.



PASTOR-The Rev. PASTOR—The Rev. A. W. Jarboe, paster of the Santa Claus M. E. Church has a real man's job. He teaches a Sunday School class; preaches two sermons every Sunday, conducts and takes an active part in meetings during the week and has many of the details of the camp meeting to work out.



One of the Toy Houses



First Meeting House.



First Post Office.



Another Toy Honse.



Park Refreshmeats Stand,



CANDY CASTLE-This building has been leased to one of the big candy companies of the country and is being very heautifully decorated on the inside. We are unable to say just now what the company's plans are but it is assumed that samples of candles will be displayed there for the public to see.

-A partial view of two of the four interurban cars nsed for an office and work shops by the Santa Claus Remailing



PENNY FOR A WISH—The Wishing Well where you can drop in a penny and make a wish if you wish.



Historic Bell in the Park.





AGENTS - Jacob Schaeffer & SON, who represent us in the Saata Claus territory. Mr. Schaeffer has used Hopkins Old Tine Fertilizers for many years and we consider ourselves very fortunate to have him and his son to represent us because they are doing a ulce clean busi-



103 YEARS OLD-This cabwas situated about 3 miles east of New Harmony until 1935, when it was moved to Saata Claus Park It was occu-pied until about a week hefore it was dismantled.



SCHOOL—This is the build-ing where Santa Claus children are taught the Three R's.



ENTRANCE-Thousands of machines have passed through this entrauce the past year and many more will be passing through in 1937.



POST OFFICE-Every year at Christmas time this building is teeming with activity as the post office force is busy stamping the Santa Clans postmark on thousands of letters and parcels.

TOTEM POLE — From the Nompkish Tribe of Indians in Alaska, comes this real and very unusual totem pole. It once stood proudly before the Chiefarian's hut as the tribe's symbel of happiness and power and well being. It is curved on to fa solid tree, is about 25 feet high and is beautifully painted. From Alaska the pole was shipped by boat 40 Seattle, and then by real now stands. These are the meanings of the toten pole: Top figure—The Thunder Bird, he hird that protects the tribe, and by its protection brings happiness wherever creeked. Second figure from top—The Gritzly Bear, sitting just below the thunder bird, holds firally to a man's head with his foreward, and the second figure from top—The head with the first policy of a man's head with his foreward, able to take a man's life, he grizzly bear is tife tribe's ymbol of power, strength and unthority. The beater native opper plate on the man's veast is the sign of lust and wealth. Third figure from the op—The Reaver, a sign that he Nompkish tribe was an intestious one, in hunting, fishing and woodteraft. Fourth figure—The Medicine Man, who is bove the frog, showing he has conquered the frog of sickness. Hottom figure—The Frog. The Alaskan Indians believe that alag water in which frogs have last their eggs, thus they traced all sickness to the frog TOTEM POLE - From the

WHERE METEOR FELL





HALL OF FAMOUS



SANTA CLAUS LAND

SANTA CLAUS, INDIANA

Santa Claus, Ind., **Booming With** Holiday Business

SANTA CLAUS, Ind., Dec. 18.-(A)—Business is booming again for this community's stock in tradeits post office mark stamped on Christmas mail.

Acting Postmaster Elbert Reinke said the avalanche of letters, cards and packages began about two weeks ago and is nearing its peak. He said the volume handled already appears greater than last year, when the little post office did a record volume of business.

The annual tourist parade is picking up also. Crowds of more than 1,000 turned out each day this week, and 25,000 visitors passed through Santa Claus Park last Sunday.

Many of the park's established attractions-Santa's lodge, the enehanted trail of mother goose characters, Christmas tree lane, the two model railroads and the house of dolls-have been redecorated for the holiday,

But still most of the attention of visitors centers around the nativity seene. The large tableau depicting the birth of Christ is housed in a small building all its own.

CHARACTERS

EARLY AMERICAN INDIAN

This Indian represents the early Miami Indian of Indiana territory days.

BENJAMIN FRANKLIN (1706-1790)

The famous patriot, inventor, scientist, author and publisher sits alone in his study.

BETSY ROSS (1752-1835)

This famous seamstress is completing her work on the first American Flag.

GEORGE WASHINGTON (1732-1799)

The father of our country stands on the lawn before Mt. Vernon.

THOMAS JEFFERSON (1743-1826)

The author of the Declaration of Independence looks thoughtfully away from his writing.

ABRAHAM LINCOLN Scene I.

As a boy of eight we see him with his mother, Nancy Hanks Lincoln, in their Indiana cabin.

ABRAHAM LINCOLN Scene II

The young rail splitter is shown here just before he left his home in Indiana for Illinois.

ABRAHAM LINCOLN Scene III (1809-1865)

The great president, Abraham Lincoln, seriously contemplates the document on his table.

LILLIAN RUSSELL (1861-1922)

This famous actress, singer and stage queen typifies the "Gay Nineties" era.

MAN AND LADY OF THE 1880's

The 1880 couple sit in their parlor with the family organ.

IND SETTINGS

MARK TWAIN (Samuel Clemens) 1835-1910

The great humorist in a pensive mood perhaps dreaming about his beloved Mississippi River.

TOM SAWYER-HUCKLEBERRY FINN-BECKY THATCHER

The well-known Mark Twain favorite, Tom, uses psychology to get Huck Finn to whitewash the fence as Becky looks on.

JAMES WHITCOMB RILEY (1849-1916)

Our own Hoosier poet loved to entertain children with his own verses on the lawn of his home.

WILL ROGERS (1879-1935)

The beloved American humorist and philosopher is depicted at home on his ranch.

BABE RUTH (1895-1948)

You can almost hear the crowd roar for a homer as the Bambino stands on deck.

STEPHEN FOSTER (1826-1864)

The composer dreams of his "Jeanie With the Light Brown Hair."

LITTLE WOMEN

Fictional characters made real by Louisa Mae Alcott are Mrs. March, the mother, surrounded by her four daughters, Meg, Jo, Beth and Amy.

080

THE ARTIST: All of the life-size figures have been created in wax by Lewis Sorensen, the well-known West Coast artist.

See these Outstanding Attractions in Santa Claus Land

HOUSE OF DOLLS

A collection of over 1500 dolls — from pinhead to life-size — including many historical characters and dolls made in many foreign lands.

3-RING CIRCUS

A scale model circus in action! Complete with 3 rings performing simultaneously, a big circus parade and side shows — all in action under the 'big top.'

DEER FARM & ZOO

All of Santa's deer and many in addition! Also, baby pigs, goats, ducks and other animals of interest to children.

EXHIBIT HALL

A fascinating collection of antique toys, mechanical exhibits and many unusual scenes created expressly for SANTA CLAUS LAND.

TRAIN RIDES & KIDDIE RIDES

Two trains — one for kiddies only and one for both adults and kiddies! Look for the big white Railroad Station. Visit the other kiddie rides, autos and boats.

RESTAURANT - SOUVENIR & GIFT SHOPS

SAMIA CLAUS LAND



CLAUS, IND.

Dr. + Mrs. P. a. Warren + family. Fert Wayne, Ind.

3 Poleter Heine Evansnille Sud.

WHERE METEOR FELL



In the Santa Claus park at Santa Claus, now under development, is a hole which natives say was caused by a meteor 50 years go. The hole his been fenced in and a garden will be planted within it. The above picture shows the meteor scar in the foreground and, in the left background, the Santa Claus statute dedicated last Christmas.

Santa Claus, Ind., Booming With Holiday Business

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The Legend of SANTA CLAUS LAND

ANTA CLAUS LAND, the famous children's park, one of the nation's leading, most colorful tourist attractions is located in the famous little village of Santa Claus, Indiana which nestles in the rolling hills of scenic southern Indiana on State Highway 162 and 245.

Santa Claus, Indiana is a small community of less than 50 inhabitants and was founded by a group of pioneers of Cerman descent. The first big problem facing the little group was the naming of their settlement. On Christmas Eve in 1849, during their discussion of this problem at the annual Christmas party, the village Santa Claus, laden with gifts to be exchanged, walked in. With his entrance an idea was born and the name "Santa Claus, Indiana" became the favorite. Thus the village was officially named on that Christmas Eve in 1849. Today though small, it commands national attention as the true home of Santa Claus — and a visit to Santa Claus Land confirms all facts.

The large park was started as a private enterprise by Louis J. Koch, an Evansville, Indiana manufacturer. After years of planning he is finally realizing his dream in a park and playground, where, it is his hope "children may be truly imbued with the spirit of Santa Claus and Christmas giving.

In 1856 a post office was granted to the little community. The old historic building and landmark which housed the original post office has been restored and now serves as the House of Dolls at Santa Claus Land. One of the most complete and beautiful collection of dolls in the world is displayed there.

Two miniature railroads are busy all day long taking train loads of excited youngsters and adults through the enchanted park. The large railroad has been built to accommodate passengers of all ages.

The Enchanted Trail winding through the beautiful wooded area of the park is a third of a mile long and children are fascinated by the full-sized and life-like dioramas of their favorite Mother Goose characters as "Little Boy Blue," "Jack and Jill," "Humpty Dumpty" and many others.

The Enchanted Trail

ern Restaurant.

Many other attractions await you outside. There are Santa's real, live reindeer, the Toy Shop in the building north of the Main Lodge and the mechanical miniature Circus, a new attraction located west of the Toy Shop. This complete circus is of carved miniatures from the parade to the performances in the Big Tent.

WHAT TO SEE

STATUE OF SANTA CLAUS – The only full color statue of the jolly old gent in the world. He symbolizes a cheery "hello" to all who come to visit his home.

FAIRYLAND RAILROAD - An exact scale model of a B & O Locomotive tender and coaches. Large enough to accomodate adults as well as children.

KIDDIES' TRAIN - Santa operates this one for the tiny tots only. Its right-of-way encircles the Patio-Restaurant.

HOUSE OF DOLLS - One of the most lavish collections of dolls in the world. Over 1,200 dolls ranging from lifesize down to those you view through a magnifying glass.

SANTA'S CIRCUS - A full three-ring circus in miniature with circus parade, the "Big Top" and sideshows all performing simultaneously.

TOY EXHIBIT - A historic collection of antique American toys and toys from many foreign

SANTA CLAUS POST OFFICE - World famous for its Christmas mail rush each year. People all over the world send packages and letters to be stamped with the only "Santa Claus" postmark in existence.

GAME PRESERVE AND ZOO - Here you can see Santa's reindeer at such close range you can feed them from your hand. Also here are a col-lection of animals straight out of a story book for the amazement and amusement of children.

THE CHRISTMAS ROOM - Santa's beautiful dining-room in the Main Building. Famous for its fried chicken dinners.

Whatever the season, summer or fall, Santa Claus Land is open and ready to serve you and to entertain you. In summer additional features for you to enjoy are the picnic area with ovens, tables, shelters, the playground area and lake where you can swim, fish and go boating.





The Santa Claus Times May 1, 1958

Lincoln's Boyhood Home Near Santa Claus Land

Spencer County, Indiana in addition to being the home of Santa Claus, is extremely proud of having been the boyhood home of Abraham Lincoln.

Lincoln lived in a cabin between Santa Claus

and Gentryville for 14 years, coming here from Kentucky at the age of seven and leaving with his family for Illinois at the age of 21 in 1830.

The countryside is dotted with landmarks and tourist attractions pertaining to Lincoln.

Outstanding among the Lincolnland attractions are Lincoln State Park and Nancy Hanks Lincoln Memorial, both five miles west of Santa Claus on Ind. 162, Lincoln Pioneer Village at Rockport, 24 miles south of Santa Claus, and Lincoln Ferry Park, 14 miles south of Santa Claus on Indiana 66.

A part of Lincoln State Parks is the Nancy Hanks Lincoln Memorial, built near the grave of Lincoln's mother, who died in 1816. A short distance from the mother's grave, along a marked trail, is the spot where the cabin stood that was Lincoln's boyhood home.

The memorial building is a beautiful semi-circular affair constructed of native Indiana limestone. It is composed of two units, Abraham Lincoln Hall on the west and Nancy Hanks, Lincoln Hall on the east. The semi-circular cloister connects the two.

To the north of the central plaza the visitor sees a long allee crossing Indiana 162 bordered by hedgerows and trees native to the area. This central esplanade with gravel walks on either side leads to the hillside where the grave of Nancy Hanks Lincoln is located.

Abraham Lincoln Hall is a chapel seating 250 persons which is available without charge to any group that wishes to reserve it for religious service or public meeting. Many weddings are held here annually.

Nancy Hanks Hall is a lounge used occasionally as a meeting place for Lincoln study groups.

Lincoln State Park, which adjoins Nancy Hanks Lincoln Memorial, consists of 1,540 acres and is primarily a recreation rather than historical area. An admission of 12 cents for each adult plus

10 cents per automobile is charged.

An artificial lake, stocked with fish and bordered by a fine swimming beach, covers approximately 85 acres. Docking facilities are adjacent to the beach and boats are available for rent at 25 cents an hour.

Popular hiking trails lead around the lake and to the nearby fire tower from which the hiker gets a panoramic view of the countryside. Picnic tables and fireplaces dover the grounds around the lake and near all roads and trails.

Possible future developments include cabins for public rental.

Lincoln Pioneer Village, built in 1935 by WPA labor and operated by the village of Rockport, consists of a museum and 17 fullsized and authentically furnished log cabins.

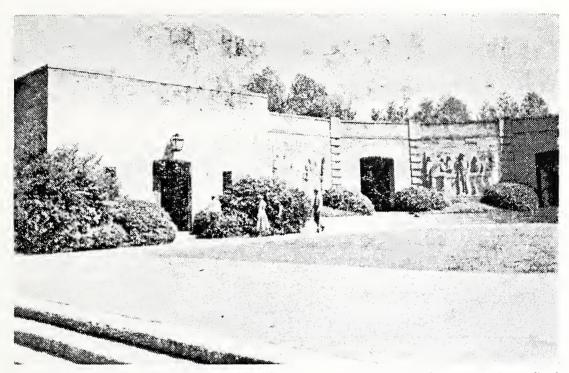
The cabins are replicas of the homes of Lincoln and his neighbors, their church, store and their school and outbuildings.

The buildings are grouped as any small village might have been at the time and visitors get a real feeling of having turned back the clock a full century. Many like to take pictures of themselves and their families seated on doorsteps or front porches of the cabins, with the make-believe idea that they live in such surroundings.

A log stockade fence encloses the village, shutting it off entirely from the 20th century. No electricity or any other facility not available in Lincoln's time is used anywhere inside the fence. Most cabin floors are held with wooden pegs rather than nails.

Much of the furnishings in the cabins was donated by descendents of families that were Lincoln's Gentryville neighbors and some are the actual pieces from homes in which Lincoln visited as a boy.

Visiting of all cabins in the village takes approximately one hour. About 7,000 persons visit it annually.



SCENES FROM ALL phases of Lincoln's life are depicted in stone on the semi-circular wall of the Lincoln Memorial. The Memorial is at Lincoln State Park, five miles west of Santa Claus Land on Ind. 162.



LINCOLN PIONEER VILLAGE at Rockport is a WPA-built project of log cabins covering more than a city block enclosed in a stockade fence. Nothing is used inside the fence that was not in existence in Lincoln't time.

Lincoln Lore Collection Fills Toyland Showcase

The east end of Toyland at Santa Claus Land contains a 40-foot line of glass cases loaded with relics of Abraham Lincoln and his cra. The collection belongs to Ora Brown of Dale, the foremost Lincoln Lore collector in the area, possibly in the country.

The Lincoln Exhibit is an attempt to display some of the varied activites which Lincoln entered between the years seven to 21 when he lived in Indiana. Many of the items in this display came from those who were related to or knew the Lincoln family when it resided in Spencer County.

The exhibit contains many old books, pieces of music, medals, guns and newspapers of Lincoln's time. Several papers bearing the signature of Lincoln the president are included.

An actual photograph shows the Little Pigeon Creek Church where Lincoln the boy worshiped, there is an ax taken from the Lincoln home and a crude wooden box fastened with wooden pegs (there were no nails then) made by Abe himself. An even older item is the original baby bonnet worn by Lincoln's beloved mother Nancy who is buried five miles away at Lincoln State Park.

Extremely interesting is a plat map of the Little Pigeon Creek Settlement, showing who owned all of the land in the area in 1819. There is a Post Office Department Book showing postage

sales for all over the country in 1829. Gentry's Store, where Lincoln traded at what is now Gentryville, took in the total of \$2.52 for the year according to the book. Evansville is listed for \$97.31 in postage sales for the same year and Indianapolis \$379.23.

Two fine portraits by Lewis

Sorenson, the California artist who is responsible for all the Santa Claus Land art work, are included in the display. One is a portrait of Lincoln the boy, the other covering the back of one entire case is of the early Lincoln Home, showing Abe and his father and mother in their cabin.

Area to Play Major Part in Lincoln Year

The 150th anniversary of birth of Abraham Lincoln will be celebrated nationally in 1959 and Spencer County, Indiana home of Santa Claus Land, will play a major part.

Scycral activities this summer will kick off the sesquicentennial program.

First is the Lincoln Memorial service and parade scheduled for May 4 at Lincoln State Park, five miles west of Santa Claus.

At 10 a.m. church service at the Lincoln chapel will be attended by all members of the Indiana Sequicentennial commission which is headed by State Auditor Roy Combs and includes Gov. Harold Handley and former Governor Henry Schricker.

The state and the Spencer County commissions will have a joint banquet at Santa Claus Land at noon. At 2 p.m. a parade will form at the Lincoln cabinsite at Lincoln City and will march along highways 345 and 162 to the Nancy Hanks Lincoln Memorial for the memorial service.

The parade will include many high school bands, floats from civic organizations and industries of southern Indiana, and a parade of old-time automobiles.

The Rockport Junior Chamber of Commerce is busy building a flatboat which it will launch in the Ohio River July 4, for a trip to New Orleans.

The boat is a replica of one built by Abraham Lincoln and his companion Allen Gentry when they were 17 for a similar trip down the Ohio and Mississippi.

It will be launched from the exact spot where Lincoln and Gentry launched their craft. Two youths who will pilot it down the river will stop all along the route to hand out souvenirs of Spencer County and publicity material for the Sesquicentennial.

Another project under consideration is the carving of the face of Abraham Lincoln in rock on a high bluff at Rockport overlooking the Ohio River.

The 1959 Indiana license plates will carry the inscription "Lincoln Year." And the Spencer County committee is planning to have made special front license plates advertising the county's celebration.

Also suggested has been the changing of the name of Spencer County permanently to Lincoln County and the addition of a museum to Lincoln Park.

Backlogs and Tallow Candles

By J. EDWARD MURR, D. D. (In The Washington Herald)

The pioneer depended solely upon the open fireplace for both warmth and cooking. The hastily built log cabin of the earliest pioneer had a chimney made of sticks imbedded in city called Evansville. clay mortar. This served very well until the heavy downpour of rain washed away the mortar; then the seasoned sticks would catch fire and if this happened during the absence of the men folks, the cabin and its contents went to a pile of ashes.

The later stone chimneys furnished a better draft and of course looked the part. The average width of the fireplace was four to five feet and even broader. Many of the log cabin chimneys were real smokers. With all of the pioneer's skill and ingenuity he failed to see that a better draft could be obtained by a slight forward bending of the back-wall which served to produce a draft.

Formerly there was a large brick house just outside the present limits of the town of Hazelton. This residence was that of the Elder Embree, and from this home we got Judge and later Colonel Embree, who was an intimate friend of Lincoln. This home had a particularly large room and was headed by a large fireplace in either end. The fireplace took a backlog ten feet in length—that is to say, the back-log was a sawlog length or a fence-rail length. There were two doors to this big room and they were exactly opposite and were made so for a definite purpose. When a back log was needed, a horse was harnessand the horse was led through one door into the room and then out of the opposite door. In one corner of this room were wooden rollers which were paced beneath the big back-log and thus readily rolled in place.

Governor William Henry Harrison often visited this home as he did other homes up and down that highway that at first ran from Vincennes to Princeton and then after 1815, when Evansville was founded, the road was extended to that place. During Harrison's time, there was no

On one occasion the family residing in this big brick house at Hazelton wished to go to Princeton, but not desiring to subject their small children to the discomforts incident to travel over the highway, they appealed to a daughter in the home of a nearby neighbor to care for the child- fireplace. ren for the day.

One of these aforementioned big fireplaces had the usual complement the host and hostess as well as her of a long black crane and customary andirons with a big, charred and fireeaten back-log doing full duty. black pot containing a hambone immersed in beans was simmering over the smoldering coals as it was suspended from the crane. Smothering in the deep wood ashes and embers was a nut-brown corn pone.

The young lady at length consulted the tall wall clock and ascertaining that it was nearing lunch time, at once began to make preparations for the noon meal for herself and the laughing, romping children in the adjoining room.

Week-day plates, cups and cutlery were brought forth, chairs placed and at length everything was in readiness save the corn pone, hambone and beans. Accordingly she proceeded to call the children from their play and placed them in their high-chairs about the table. This done, the young ed and hitched to one end of the log lady armed with a suitable ladle and

receiving dish, was passing a window that looked out upon the highway when her eye caught sight of a lone horseman leaving the main road and turning in upon the read leading up to the brick mansion. One look was suffcient to disclose the fact that her visitor was none other than Governor Harrison.

With a woman's intuition and pride the young lady hurriedly ushered the little ones back into their play-room, blotted out all evidence of her preparation for lunch by spreading a cloth over the table and in less time than it takes to read these lines, she was ready to receive her distinguished guest.

Presently she heard, a rat-tat-tat upon the door, which was made by the governor's riding switch, cut from a roadside brush. The governor was met quite graciously and presently was seated in front of the great open

As the young lady was detailing to General Harrison the absence of consequent presence in the horse that day, the governor attentively listened and at the same time, rather absentmindedly toyed with his riding switch in the rounded hump of hot embers and ashes. As he did so his switch uncovered the nut-brown corn pone. At once the governor exclaimed: "There! There! Now see what I have found!"

Then, with a winsome smile, the governor observed: "I have been riding all morning and I am quite hungry. I wonder if you might give me something to eat."

As the young lady busied herself in complying with the request of her distinguished guest, she, woman-like, rade profuse apologies for the meager fare, but as the governor sat himself down before a portion of that corn pone and a generous helping of the hambone and beans, he remarked that such a dinner was good enough for a king, and added: "It is just my kind of a meal."

That young lady lived to become a grandmother and came down to my time. Over and over again she would delightfully relate the foregoing incident and proudly say, "Once I had as my guest a man who was governor of the state and by and by became president. And I served him corn pone, hambone and beans."

